

storing visual setting data in memory; and  
allowing a plurality of applications to have access to said visual setting data, wherein said visual setting data is used by said applications to determine a visual aspect of an item displayed via a display device coupled to said client device.

40. (New) The method of claim 39, wherein said client device is a television set-top box and said display device is a television.
41. (New) The method of claim 39, wherein said visual setting data is configured via user input.
42. (New) The method of claim 39, wherein said visual setting data corresponds to a predefined visual scheme that is selected by a user.
43. (New) The method of claim 42, wherein said visual scheme may be modified by said user.
44. (New) The method of claim 39, wherein said memory is non-volatile memory.
45. (New) The method of claim 39, wherein said visual setting data is configured by a system operator.
46. (New) The method of claim 39, wherein said plurality of applications include a video-on-demand application.

*Ad  
conv. 2  
B1  
conv. 1*

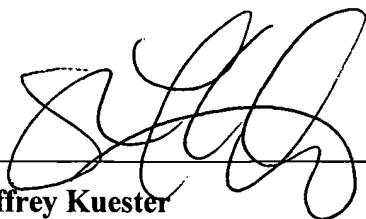
#### REMARKS

Applicants submit the above Preliminary Amendment, and respectively ask that it be entered and considered prior to examination. Upon entry of this Preliminary Amendment,

Applicants have added claims 25 through 46. It is believed that no new matter has been added.

Favorable action in regard to the application is earnestly solicited.

Respectfully submitted,

  
A handwritten signature in black ink, appearing to read 'JK', is written over a horizontal line.

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